

**Patent Reply Application Number 09/411,663****Response to Rejections****Hester Claim 1.**

Hester's Claim 1 "couples a **Managed Voice –over – Internet Protocol (MVoIP) Network** between said Internet Web Page user Local Service Access Point (LSAP) and said advertiser CPE such that a "PSTN" like quality voice telephone conversation can take place between said web page user and said advertiser: The novel approach found here includes the following:

The major novel item in Hester that is not in Petty is in Claim 1 the replacement of the existing present art long distance portion of the PSTN and in the case of Claim 3 the local portion of the PSTN, with a **Managed Voice over IP network (MVoIP)** for call connectivity and Quality Voice. This can be seen in the figures 1, 2 and 3 of Hester Application. With these Figures, Hester shows how the Managed VoIP network replaces the existing PSTN for placing calls and voice connections from Web Page navigation. The significant novel advantages of this are described in other Claims of this response.

The novel approach found in Hester Claim 1 not found in Petty is that Hester deploys a Managed VoIP network not found the Petty patent material. Pettys VoIP capability is over the Internet and utilizes customer CPE (Personal Computer) for VoIP capability connected through the Internet to a gateway, which is connected to the PSTN. Petty claims that the user has the option of using an IP connection for voice or to be called back on another phone line. Hester does not allow any IP voice connection to the customer CPE unless it is connected directly to the Managed VoIP network as described in Hester Claim 3. Pettys implementation of a VoIP call would use customer IP CPE would be over the Internet and the call to the called party phone line would be via the existing PSTN. In Petty, if the user (calling number) and the called party were to use regular phones then both connections would be made using the PSTN. In this example no VoIP is utilized. Hester uses the Managed VoIP network described in the Claims for every call connection.

**Patent Reply Application Number 09/411,663****Response to Rejections****Hester Claim 2**

Hester's Claim 2 includes method of Claim 1 further comprising the steps of providing a second LSAP as said advertisers CPE for establishing IP data connection with said Web Page user (calling party). This Claim defines a method of deploying LSAP's in many locations throughout the world to connect more than one LSAP together with the Managed VoIP network. Claim one defines a method of deploying one LSAP. This is do to the fact that both the calling party (user) and the called party (advertiser) could be served by the same LSAP. Also, either the called or calling party or both can be connected directly to the Managed VoIP network and would not require a connection to the LSAP as defined in Claim 3.

Claim 2 further defines the use of the Managed VoIP network, which is not in the Petty patent. The novel difference in Claim 2 and Petty is the implementation of multiple LSAP for connecting to the Managed VoIP network.

**Hester Claim 3.**

Claim 3 is a method of implementing this novel approach by the use of Internet Protocol (IP) CPE at either or both ends of the call connection. In Hester, if one end of the call is IP CPE (directly networked to the Managed VoIP network, not the Internet as defined by Petty) and the other a call to an existing PSTN technology phone service, then only one LSAP and Gateway associated with the PSTN service would be required. If both the calling party (user) and the called party (advertiser) were both on IP CPE technology directly networked to the Managed VoIP network, then the connections would be established using the Managed VoIP network and would not require any LSAP, Gateway or PSTN connectivity. The call connection would be made directly to the CPE IP devices using the Managed VoIP network. Petty calls for VoIP connectivity through the Internet from the users (calling party) CPE only to the gateway connected to the PSTN for call completion.

Again Petty does not define a Managed VoIP network in there patent material. Claim 2, and 3 add to Claim1 the options of direct IP connectivity in claim 3 and multiple LSAP's in Claim 2.

The Petty implementation as shown in Petty's Figure 1, connects **everything** to the PSTN. The IP data connections are through the PSTN as Internet data connections to the Internet Service Provider. Petty's VoIP capability as defined in their Patent defines a method of having a voice connection using this data connection. This means that the voice must be through the Internet to the Internet Service Provide and then connecting to the VoIP gateway that converts the IP voice to PSTN voice. Petty has no Managed VoIP network as defined by Hester nor are there any direct IP connections to the Managed VoIP network in any of Pettys patent material. All of the IP or VoIP connections defined by Petty are through the Internet.

**Patent Reply Application Number 09/411,663****Response to Rejections****Hester Claims 4**

Claim 4 provides the implementation of Gateways that provide the Voice over IP conversion between the LSAP's, which are PSTN technology, and the MVoIP network. VoIP gateways are common in the art and have been deployed in networks for sometime. This is a separate Claim because as describe in Claim 3 the use of Gateways is when one end of the call connection is via an LSAP to the PSTN network. Those calls require a Voice over IP conversion to the PSTN technology. However if one or both call ends (called or calling subscribers) are using IP based CPE (IP Call Center, IP PBX, IP phone) connected directly to a Managed IP network as defined in Claim 3 , then Gateways are not required for those ends of the call.

The Novel difference between Hester and Petty in Claim 4 is that Petty only deploys Gateways for connecting user CPE (PC) using a Voice over IP protocol thru the Internet to the Gateway for conversion to the PSTN voice technology.

The novel approach in Hester Claim 4 that is not in Petty patent material is the application of placing Gateways at LSAP locations for coupling to the Managed VoIP network. These Gateways convert the VoIP voice to PSTN technology voice. It is important to understand that Petty patent material only uses Gateways when the calling party (user) has selected the option for being called on the VoIP connection of their CPE. In this case the CPE (personal computer) must be VoIP enabled with VoIP software such as H323 as defined by Petty and be equipped with microphone, speakers, compatible with the advertisers network. Petty's gateways are for converting the voice over the Internet to the PSTN and then the PSTN connects the call through the PSTN to the phone being called. Hester does not allow IP CPE connectivity except as defined in Claim 3 where the IP CPE is networked directly to the Managed VoIP network.

**Patent Reply Application Number 09/411,663****Response to Rejections****Hester Claim 5**

Hester Claim 5 provides a method of "coupling at least one managed Web-based server to said first and second gateways for storing information data of Web Page user received from the internet web page and necessary to complete a call to said advertiser such as user telephone number, user name, address, and language preference, and user identification of the product/services preferences comprising flight information, ticket purchase, pricing, fares, color, and style:

The novel approach found in Claim 5 that is not in Petty is the capability to auto navigate to the proper phone at the called customer (called number) location. Petty does not offer a server with the functionality defined in Hester Claim 5. In Pettys patent material the approach is to connect the calling party (User) first so that the user can navigate the call prompts at the advertisers call center or business. Petty does discuss the method of calling different numbers (agents) but this is not the same as storing the tone prompt information and connecting to the call center or business and then sending the proper tones in the proper sequence to navigate the business prompts. Hester's novel approach requires that the web site "call me" capability mirrors the call center or business prompts for storing of data on the server defined in Claim 5 such that the proper navigation tones are sent to the call center or business to connect to the proper location as defined by the information received from the web site defined in Claim 6.

Another major Novel difference between Hester and Petty is the location of the server defined in Claim 5. Hester locates this server directly to the Managed IP network. Since Petty does not define a Managed VoIP network in their patent material, the servers defined by Petty are connected to the Internet or Intranet (as shown in Petty figures), which are not secure for these applications. Secure defined here means that the Managed VoIP network and its direct connection to the server defined in this Claim protect access by allowed users only. Petty uses the Internet for access to the servers defined in the Petty material. Illegal access cannot be protected when exposed directly to the Internet as in the implementation defined by the Petty material.

**Patent Reply Application Number 09/411,663****Response to Rejections****Hester Claim 6**

Hester's application in Claim 6 also defines that the "Call Me" implementation is a mirror image of the business call center prompts. By this Hester means that depending on where on the page the "Call Me" is requested, the novel approach taken is to **automatically navigate** the business prompts at the call center **without user interaction**. The novel approach taken in the Hester application describes that, the business is called first, automatically navigating the call center prompts with the rules derived from the location of the "Call Me" on the web page. Only after a call center agent is on the line, is the call placed to the user. This novel approach keeps the user (customer) from getting upset while waiting in long call hold queues at a call center. Petty's Voice Button has a physical button shown on the web page intended to call a specific (800) number for the business such as a call center. The user (calling party) must manually navigate the business prompts at the call center to locate the proper agent or department and then wait in queue until an agent answers. An example would be if Petty implementation were applied to American Airlines, the number that Voice Button would call would be the 1-800- American Airlines. When this 800 number was answered the user would have to be on the line to manually navigate the prompts for the right department or agent.

The novel approach in the Hester implementation not found in Petty is the implementation of automatically sending/receiving the Multi-Frequency tones/digits required by the call center/business prompts to navigate to the desired agent or department based on the location of the "Call Me" on the web page. This is what is meant when auto-navigation is discussed in Hester. For example if the user wanted to talk to international reservations, the user may simply press on the international reservation "Call Me" on the web site. The number and rules associated with this action are hidden to the user and will automatically navigate the call center for the proper agent, department or individual using the proper Multi-Frequency tones /digits. The Petty patent does not address these methods. Petty sends a called number only and the user must wait for an answer and then manually navigate to the proper agent or department by pressing the proper navigation digits on their phone.

**Patent Reply Application Number 09/411,663****Response to Rejections****Hester Claim 7**

Hester Claim 7 defines a method of coupling any International LSAP to said MVoIP for connecting the international web page user CPE to an advertiser CPE: This is an important claim because of the ubiquity of the internet web pages.

The novel approach in Claim 7 not found in Petty is the further coupling to Claim 2 the implementation of the Managed VoIP network International VoIP calls. Anyone, anywhere in the world can access a web site anywhere in the world. If for example, a web page user in Europe browsing a web site located in the United States, prior art would require the user to call a published United States phone number. This is an international toll call and very expensive. Most web sites only publish 800-type numbers which are used in the United States only. The Hester novel approach allows users from all over the world to utilize the "Call Me" capability of the Hester claims for a quality voice call. Hester Claim allows the MVoIP network to establish connections to international locations where Gateways are coupled to LSAP at the international local service provider's location. This novel implementation bypasses all toll charges for this international connection.

The Petty patent calls for such International calls to be placed using the PSTN not the Managed VoIP network defined by Hester.

**Hester Claim 8**

Hester Claim 8 defines an overall method of establishing the novel Managed VOIP network, Local Service Access Points (LSAP), "Call Me" capability, mirroring of the advertisers prompts at the advertisers CPE on the Web page, auto navigation through the advertisers CPE to the proper agent/department etc. This claim further defines a method of providing to the advertisers CPE all the information required to shorten the response time of the advertiser agent, connecting user and advertisers agent via the MVoIP network with "PSTN" like voice quality.

Petty does not implement any of the methods described in this Claim.

**Hester Claim 9****Patent Reply Application Number 09/411,663****Response to Rejections**

Claim 9 is a "method of bypassing the regulated toll portion of the Public Switching Telephone Network (PSTN) to establish a quality voice communication between an Internet web Page advertiser and an Internet web user:

The novel approach contained in Claim 9 not found in Petty is that the Hester implemented of the Managed VoIP bypasses the toll carrier and also reduces the cost of local access because it is an Internet initiated call/service. Also as define in Claim 1 Hester has implemented a MVoIP network with Gateways as defined in Claim 4 to connect to the local switch assess points (LSAP) of the local service providers which eliminates the toll charges associated with the call. Claim 3 further eliminates the local charges because both calling and called users may be networked to the Managed VoIP network defined in the Claims. This use of IP technology is novel and is not found in the Petty material.

**Patent Reply Application Number 09/411,663****Response to Rejections****Hester Claim 10**

Hester Claim 10 is a method of completing a telephone call between an Internet Calling Party and an Internet Called Person:

This Claim is novel in that Hester allows individuals (not just business) to use this capability of placing quality phone calls using the Managed VoIP network. Prior claims define application aimed at business locations as the called party (advertiser). This Claim expands the use of the Hester Managed VoIP network, auto navigation, to include individual-to-individual use of the novel approach as well.

Petty does not discuss this in the patent material and does not implement a Managed VoIP network to offer this capability. This claim is separate due to the fact that anyone, not just business advertisers can benefit from this implementation. A novel implementation of this Claim would be for an Ebay seller to be able to have a potential buyer browsing Ebay's website click on the seller name (for example) placing a quality voice call to the seller for further information about the item for sell. This method protects the sellers phone number for privacy reasons. The user never knows what number is called. Another novel approach is for use on individual private web site. College students for example, that set up there own web site could have this service such that their parents and friends could browse their web site, click on there name and place a quality phone call to the student. It is also important to understand that the phone number being called can be a regular phone, an IP phone or any device that can receive a phone call. All of the other Hester Claims such as Managed VoIP network; toll free, auto navigation etc still apply to this implementation.

**Hester Claim 11**

Hester Claim 11 includes Claim 10 including the steps of locating the name of the Called Person CPE from e-mail document received on the Calling person CPE. This claim is novel in that any time a recipient of an email needs or desires to talk to the sender of an email, a simple click on the senders name will enable the claims of this application for quality calls over the Managed VoIP network defined by Hester. Petty does not implement a Managed VoIP network and does not discuss the implementation of calling from a received email.

Privacy of personal phone number is an issue. Hester's novel implementation allows the email recipient to locate the name of the email sender, click on the name, and utilizing the Hester implementation described in the claims, place a quality voice call to the sender of the email via auto navigation and the Managed VoIP network. The novel approach also includes all the claims in the application including toll free, auto navigation etc.

In the event that prior art exists for placing calls from received emails, they will not include the novel approach of the MVoIP network, LSAP, Gateways, and auto-navigation that clearly make the Hester implementation unique in the art. In the event that prior art exists it is likely that the PSTN and VoIP over the Internet will be used for placing these calls from received emails.



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*EBC***Patent Reply Application Number 09/411,663****Response to Rejections****Hester Claim 12**

Claim 12 includes the step of storing the white pages of a telephone directory on an Internet Web server so that the telephone number of the Called Person can be located by the Web Page user CPE. This claim further expands claim 10 to include the novel approach of placing the white pages on a web page enabled with the "call me" capability of the application. This approach allows for all the novel features of the prior claims. These claims include toll free calling, auto navigation to the called number, and quality voice over the Managed VoIP Network defined in prior Claims.

Petty does not offer a Managed VoIP network and does not discuss the novel use of White page calling in the patent material.

**Hester Claim 13**

Claim 13 embodies a system which implements the MVoIP network for connecting an Internet web page user to the advertiser call center. This system integrates a Managed VoIP network for call control and coupling of voice/data connection to provide controlled quality voice communications.

The Petty patent does not integrate such a system. This system utilizes novel Managed VoIP networks, LSAP and Gateway implementation for toll free calling anywhere in the world. Petty does not provide this implementation.

**Hester Claim 14**

Claim 14 adds to claim 13 by the novel use of automated navigation of the call center. This is accomplished by coordinating the novel website "call me" capability and location on the web site with the call center prompts. Petty does not do this. Petty connects the user first and then the user must navigate the call center prompts.

This system as defined in Claim 13 also describes the PSTN like voice quality achieved with the implementation of the MVoIP network. Petty does not. Petty's implementation utilizes the PSTN or in the case of VoIP connections, the Internet, for its call set up and voice connection.